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July 13, 2004

**Electronically Filed**

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 Twelfth Street, S.W.  
Washington, D.C. 20054

Re: ***Ex Parte* Presentation**  
MB Docket No. 03-15, Second Periodic Review of the Commission's Rules and  
Policies Affecting the Conversion to Digital Television

Dear Ms. Dortch:

This is to notify you that on July 12, 2004, Julie M. Kearney, Senior Director, Regulatory Affairs of the Consumer Electronics Association ("CEA") and the undersigned met with Rick Chessen, Eloise Gore and Mary Beth Murphy of the Media Bureau, concerning the above-referenced proceeding.

Our discussion centered on the efforts that CEA has made in the past, and can commit to making in the future, to foster consumer awareness and knowledge of the broadcast digital transition and the capabilities of related consumer products. CEA provided copies of materials that it distributes to retailers and consumers to explain the terms used with digital products. CEA previously submitted these same materials for the record in this proceeding. Consistent with our comments and reply comments in this proceeding, we reiterated our opposition to mandatory labeling requirements and the advantages of consumer education to convey information about the DTV transition.

In accordance with Section 1.1206 of the Commission's rules, 47 C.F.R. § 1.1206, this letter is being filed in the above docket and sent by email to each Commission participant noted above.

Very truly yours,



David R. Siddall  
*Counsel to the Consumer Electronics Association*

DRS:dfc